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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/457,466	12/08/1999	BRAD HANDLER	003801.P004	7716
7590 11/28/2001				
BLAKEY SOKOLOFF TAYLOR & ZAFMAN LLP 12400 WILSHIRE BOULEVARD 7TH FLOOR			EXAMINER	
			ELISCA, PIERRE E	
LOS ANGELES, CA 90025			ART UNIT	PAPER NUMBER
			2161	

DATE MAILED: 11/28/2001

Please find below and/or attached an Office communication concerning this application or proceeding.

HG

--- SEE OFFICE ACTION ON THE FOLLOWING PAGES ---

Application/Control Number: 09/457466 Page 2

Art Unit: 2161

DETAILED ACTION

Response to Amendment

- 1. This Office action is in response to Applicant's amendment filed on 08/08/2001.
- 2. Claims 1-6 are remained.
- 3. The rejection to claims 1-6 under 35 U.S.C. 103 (a) as being unpatentable over Fisher et al. (U.S. Pat. No. 5,835,896) in view of Cooper, British telecom World, 1990 as set forth in the Office action mailed on 03/29/2001 is maintained.

Response to Arguments

4. Applicant's arguments filed on 08/08/2001 have been fully considered but they are not persuasive.

REMARKS

- 5. In response to Claims 1-6, Applicant argues the prior art of record do not teach or suggest:
- a. "allowing the online bidders to compete against bidders in a live auction". As the Examiner mentioned in the Office action mailed on 03/29/2001, paper # 8, page 2, this limitation is disclosed by Cooper in page 1, paragraph 9-10.

Art Unit: 2161

b. "Updating bidding information associated with online environment to reflect a current bid

associated with the item in a live, in-person auction". However, the Examiner disagrees with the

Applicant's representative because this limitation is disclosed by Copper in page 1, paragraph 9-10,

it is obvious to update a current bid in order for the remote bidder to compete with bidder of live

auction.

c. "Applicant argues that neither Fisher nor Cooper disclose "bidding on behalf of the online bidder

against one or more live bidders that are participating in the live, in-person auction based upon the

maximum proxy price". Again, the Examiner disagrees as this limitation is disclosed by Fisher in col

9, lines 1-35.

Conclusion

6. THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy

as set forth in 37 CAR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS

from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the

mailing date of this final action and the advisory action is not mailed until after the end of the

THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the

date the advisory action is mailed, and any extension fee pursuant to 37 CAR 1.136(a) will be

calculated from the mailing date of the advisory action. In no event, however, will the statutory

period for reply expire later than SIX MONTHS from the mailing date of this final action.

Application/Control Number: 09/457466

Page 4

Art Unit: 2161

7. The prior art made of record and relied upon is considered to applicant's disclosure.

8. Any inquiry concerning this communication from the examiner should be directed to Pierre Eddy Elisca at (703) 305-3987. The examiner can normally be reached on Tuesday to Friday from 6:30AM. to 5:00PM.

If any attempt to reach the examiner by telephone is unsuccessful, the examiner's supervisor, James Trammell can be reached on (703) 305-9769.

Any response to this action should be mailed to:

Commissioner of patents and Trademarks

Washington, D.C. 20231

or faxed to:

(703) 308-9051, (for formal communications intended for entry)

OR:

(703) 305-3718 (for informal or draft communications, pleased label

"PROPOSED" or "DRAFT")

Hand-delivered responses should be brought to Crystal Park II, 2121 Crystal Drive, Arlington. VA., Sixth floor (receptionist).

The Official fax Number for TC-2100 are:

After-final (703) 746-7238

Art Unit: 2161

Official (703) 746-7239

Non-Official/Draft (703) 746-7240

JAMES P. TRAMMELL SUPERVISORY PATENT EXAMINER TECHNOLOGY CENTER 2100

Pierre Eddy Elisca

Patent Examiner

November 28, 2000